Roanoke, Virginia
Presentation of Arts Market Study Findings // April 2024

As an artist and advocate for the arts and community, I'm really excited about the Artspace ROA project. It's more than just supporting artists; it's about making our community a more vibrant, stronger place. By providing a foundation and platform for artists to live and create, Artspace hopefully will ensure that Roanoke remains a dynamic hub of creativity and innovation. I'm hopeful that this project will spark a positive change in our area, turning it into an even more creative and connected community. I can't wait to see how the project brings people together, blending art and daily life in ways that will surprise and inspire us all. TAKE THE SURVEY!!

Building Better Communities Through The Arts

Why We Need Artspace ROA
In the world we live in, the pace of life seems to be constantly increasing. In my opinion, the need for spaces that foster creativity & productivity has never been more crucial. Imagine a place where your thoughts seamlessly transition from mere ideas to tangible creations in minutes—a place like Artspace Roanoke. Are you kidding me? You see a vision and there it is. You CAN do it. Help us expand our definition!
Established in 1979, Artspace is a national nonprofit real estate developer and consultant for the arts. A leader in the creative placemaking field. Based in Minneapolis with offices in New York and Washington D.C.

58 projects in operation in 38 cities and 1 tribal reservation in 21 states + DC

Artspace Mt. Baker Lofts // Seattle, WA
Artspace Hastings River Lofts // Hastings, MN
City Hall Artspace Lofts // Dearborn, MI
ARTSPACE’S NATIONAL INFLUENCE

- States: 232
- Places Consulted: 350
- Properties in Operation or Development: 71

International Communities:
- Toronto, Canada
- Beijing, China
- Guangzhou, China
- Shanghai, China
- Urumqi, China
- London, England
- Amsterdam, Netherlands
- Rotterdam, Netherlands
- Moscow, Russia
- Saint Petersburg, Russia
- Belgrade, Serbia

KEY
- 71: Properties in Development or Operation
- 350: Places Consulted
1. Preliminary Feasibility Study (June 2023-January 2024)
2. Arts Market Study (January-April 2024)
3. Presentation of Findings (April 2024)
4. Predevelopment (TBD)
Many Thanks to The Feasibility & Market Study Core Groups!

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<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
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What Did Artspace Learn?

• Roanoke’s rich creative sector is characterized by a broad range of disciplines, backgrounds, career stages, and scale

• Riverdale campus presents the opportunity for the arts to play a pivotal role in restoring the neighborhood and bridging the broader community

• Dedicated community members and local leadership are enthusiastic about making a project happen

• Top community goals that could align with a future Artspace project include preserving affordability, addressing inequities & disparities, and anchoring an arts district
Testing the Assumptions:

- Affordable, mixed-use, creative space project concept in Roanoke

1. Affordable Artist Housing
2. Private Studio Space
3. Shared Creative/Makerspace
4. Public Engagement/Community Space
5. Performance/Rehearsal/Practice Space
CONGRATULATIONS on a tremendous response!
Survey live for 8 weeks via the Alchemer online platform
January 22–March 15, 2024

- Press coverage with Artspace, WFIR, Cardinal News
- Social media
  - Instagram (@artspace_roa)
  - Facebook
- Printed outreach including postcards, posters, buttons, palm cards and stickers
- Email outreach to list servs of arts organizations and Roanoke Arts Commission
- Unique methods included QR codes, Zoom info sessions, library survey taking stations, open mic nights, neighborhood association meetings, theater preview screen ads, and bus/transit station monitors
Survey respondents indicated that they heard about the survey through the following means:

- Social Media – 313 (38.5%)
- Friend/Colleague – 270 (33.2%)
- Meeting/Event – 128 (15.7%)
- Email or Newsletter – 125 (15.4%)
- Postcard/Flyer – 99 (12.2%)
- Other – 41 (5%)
- Website – 23 (2.8%)
- News Media (e.g. TV, radio, news article, etc.) – 23 (2.8%)

Note: Respondents may have selected multiple options
ARTS MARKET STUDY
SURVEY RESULTS
WHO TOOK THE SURVEY? Of the 815 respondents...

<table>
<thead>
<tr>
<th>Respondent Race and Ethnicity</th>
<th>Count</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White (non-Hispanic)</td>
<td>623</td>
<td>76.4%</td>
</tr>
<tr>
<td>Prefer not to answer/Not listed</td>
<td>68</td>
<td>8.3%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>51</td>
<td>6.3%</td>
</tr>
<tr>
<td>Hispanic/Latinx/Latino/a</td>
<td>30</td>
<td>3.7%</td>
</tr>
<tr>
<td>Multiethnic/Multiracial</td>
<td>21</td>
<td>2.6%</td>
</tr>
<tr>
<td>Asian/Asian American</td>
<td>15</td>
<td>1.8%</td>
</tr>
<tr>
<td>Indigenous, American Indian, Pacific Islander</td>
<td>7</td>
<td>0.9%</td>
</tr>
<tr>
<td>Total</td>
<td>815</td>
<td>100%</td>
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**Respondent Age**
- 20 years or younger: 21%
- 21-30: 21%
- 31-40: 27%
- 41-50: 18%
- 51-60: 13%
- 61-70: 13%
- 70 years +: 5%

**Respondent Gender**
- Female: 63%
- Male: 27%
- Non-binary: 4%
- Other: 4%

**TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT**

1. Painting, Drawing, Illustration, and Mixed Media – 32.3%
2. Crafts/Fine Crafts – 23.1%
3. Music (Vocal, Instrumental, Recording, Composition) – 20.5%
4. Writing/Literary/Book Arts – 15.7%
5. Photography – 15.7%

*Note: Respondents could select up to 4 options*
815 total individual respondents:

- 726 (89%) of respondents are interested in at least one creative space
  - 292 (35.8%) are interested in relocating to affordable artists’ live/work housing
  - 329 (40%) are interested in private studio space
  - 448 (55%) are interested in renting shared creative space
Total interested in affordable live/work housing

292 (35.8%) OF THE 815 RESPONDENTS ARE INTERESTED IN LIVE/WORK HOUSING
54 (6%) ARE ONLY INTERESTED IN LIVE/WORK HOUSING

68% (177) of current Roanoke residents said they have considered leaving, but 90% of them would be encouraged to stay for this opportunity.

HOUSING TENURE
- 174 (59.6%) Currently rent/lease their living space, a higher percentage than total survey respondents
- 75 (25.7%) Own their space
- 43 (14.7%) Neither rent nor own

HOUSEHOLD COMPOSITION
- One-Person – 114 (39%)
- Two-Person – 120 (41%)
- Three-Person – 28 (10%)
- Four or More – 30 (10%)

64% ARE 40 YEARS OF AGE OR YOUNGER
• **67.4%** reported ability to pay rents between $500 - $1,100 / month

• If built today, Artspace rents would look like:
  • Efficiencies – Starting at $480
  • One-Bedrooms – Starting at $514
  • Two-Bedrooms – Starting at $617
  • Three-Bedrooms – Starting at $713

• The U.S. Dept. of Housing and Urban Development (HUD) sets the maximum monthly rents that can be charged. These limits take into consider the local median income and are published yearly.
78% of respondents interested in housing would be interested in relocating to Riverdale.

Note: Only asked of respondents interested in live/work housing. Respondents could choose more than one option.
OF THE 815 RESPONDENTS ARE INTERESTED IN PRIVATE STUDIO SPACE

329 (40%)

INTERESTED IN BOTH PRIVATE STUDIO WORK SPACE AND LIVE/WORK

175 (21%)

INTERESTED IN ONLY PRIVATE STUDIO SPACE

154 (19%)

OF THE 329, 22% DO NOT HAVE DEDICATED STUDIO/WORKSPACE

MOST REQUESTED PRIVATE STUDIO SIZE*

32% (204) would be served by 101-300 sq ft

*A variety of sizes are need in total

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT

(Respondents could choose up to 4)

1. Painting, Drawing, Illustration, Mixed-Media – 13.8%
2. Crafts/Fine Crafts – 8.7%
3. Music (Vocal, Instrumental, Recording, Composition) – 6.4%
4. Photography – 6.9%
5. Writing/Literary/Book Arts – 4.7%
INTEREST IN SHARED CREATIVE SPACE

• Most needed space type
• Artspace recommends including shared creative space in any new multi-use facility.
• Local program operators are critical to addressing this need and ensuring the success of any new shared creative space.

OF THE 815 RESPONDENTS ARE INTERESTED IN ACCESS TO SHARED CREATIVE SPACE

448 (55%)

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT
(Respondents could choose up to 4)

1. Painting, Drawing, Illustration, and Mixed Media – 11.7%
2. Crafts/Fine Crafts – 9.9%
3. Fire Arts (Ceramics, Pottery, Glass, Metalworking or Smithing) – 6.3%
4. Social Practice (Activism, Community Organizing, etc.) – 6%
5. Photography – 5.3%

MOST PREFERRED TYPE OF SHARED SPACES
(Respondents could choose up to 5)

• General Use Studio– 174 (11.6%)
• Classroom/Teaching Space– 121 (8%)
• Ceramics and/or Clay Studio– 113 (7.5%)
• Gallery/Exhibition Space– 101 (6.7%)
INTEREST IN SHARED PERFORMING ARTS SPACE

OF THE 815 RESPONDENTS ARE INTERESTED IN ACCESSING SHARED PERFORMING ARTS SPACE

254 (31%)

Local program operators are critical to addressing this need.

TOP ARTS, CULTURAL, CREATIVE INDUSTRY INVOLVEMENT
(Respondents could choose up to 4)
1. Music - 36%
2. Dance/Choreography - 26%
3. Theater - 18%
4. Social Practice - 17%

MOST PREFERRED TYPE OF SHARED PERFORMING ARTS SPACE
(Respondents could choose up to 5)

- Rehearsal Space (Theater/Performance Art) - 96 (38%)
- Theater/Performance Space (Blackbox/Flex) - 91 (36%)
- Dance Studio Space - 89 (35%)
- Permanent Theater/Performance Space (Stage/Seating) - 88 (35%)
- Music Recording Studio - 83 (33%)
• Up to 67 affordable artist live/work housing units for households qualifying at or below 80% of Area Median Income (AMI).

• Up to 44 new private studio spaces in addition to live/work. Fewer if shared and short-term private studio spaces are offered, more if live/work housing is not.

• Affordability: At least half priced at $300 or less a month.

• Create mostly small and moderately sized studios; 100-500 square feet.

• For shared creative spaces, data supports a first phase of concept planning & financial testing of:
  • Shared Flex Space (General-Purpose, Multi-User)
  • Classroom/Teaching Space
  • Ceramics and/or Clay Studio/Kiln
  • Gallery/Exhibition Space

WHAT IT ALL MEANS
ARTSPACE
RECOMMENDATIONS
HOW THIS INFORMATION CAN BE USED

• Inform an Artspace mixed-use project concept
  o Live/work housing for artists and their families
  o Shared amenities: e.g. gallery space, rehearsal space, music practice room, community garden
  o Affordable commercial space for arts organizations and creative businesses
• Share results with local building owners, developers, and space operators to carve out new space for the arts
• Share the data with policymakers and advocates of the creative sector
**NEXT STEPS**

**What do we recommend?**

- Identify predevelopment funding to advance an Artspace project at Riverdale.
- Continue to invest in the creative community as a strategy for economic prosperity.
- Create a bona fide arts district at the Riverdale campus to support public art initiatives, ensure affordability, and capacity-building programs for creatives.
- Continue to engage creative sector voices broadly and deeply throughout the next planning phases.